

DELIVER IT RIGHT: FIRST TIME, EVERY TIME

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REAL TIME REAL DEAL

In real time, the package takes 39 hours, 8 minutes and 5 seconds to get from Nana to Jenny. That's the message that will appear on a new Post Office lobby poster, just one element of an integrated advertising campaign that promotes Priority Mail. And puts the spotlight on the role of postal employees in letting customers know what a real deal it is. The campaign, titled "Real Time," launches Feb. 17. It includes television and print advertising, as well as three waves of direct mail reaching 2.5 million small business and other customers. In addition, the "Real Time" messaging will



be featured in post offices and sales brochures.

Your role in all this? You may not be a star in the TV commercial but

you could be a star in selling the product. The primary message of this campaign is: Dependable delivery starting at \$3.85. And, in many cases, that dependable delivery is made in two days. In fact, in 90 percent of city pairs delivery is two days. And right now, Priority Mail has some of the best service scores ever. Great delivery! Great value! Let customers know which of their Priority Mail items will make it to their destination in two days. And if they ask, don't leave them guessing. Look it up. Let them know. Sell it! Sell it! Sell it!

From here to there via Priority Mail. Real time. Real success.

DOT.COMmendable!

If you build it, they will come. If you build it even better, more of them will come. Who? Customers! They've already been visiting the Postal Service website – usps.com – in record numbers. Now they can find information faster. Make transactions easier. That's the strategy behind the new, improved usps.com. Customers told us what they wanted and needed from the website and presto, change-o, we delivered! Yes, there's a fresh look. But there's more to it than pretty pictures. It's about enhancing the value of services USPS offers its customers. It's about convenience.

It's about making this workhorse work for the USPS' bottom line. Last year, 127 million customers visited usps.com to get information and complete

transactions online. They buy stamps. They get ZIP Codes. They confirm delivery of packages. They get maps and directions to post offices. They calculate rates, download forms, change their addresses and put mail on hold. By moving these simple transactions online, USPS cuts costs. And usps.com plays an important role in future growth. Small businesses, in particular, rely on the Internet to get information and do business, and they can access the website 24-7.

If customers have a great experience with USPS – online or offline – they'll keep coming back to use our products and services. It's that simple. It's making technology work for us. It's about Transformation.

SIGNED, SEALED AND DELIVERED



PMG Jack Potter and American Postal Workers Union (APWU) President Bill Burrus signed an agreement officially ratifying the APWU contract extension. APWU members last month voted overwhelmingly in favor of the two-year extension.

The agreement covers the period from Nov. 20, 2003, through Nov. 20, 2005, and affects some 312,000 employees represented by APWU. It provides for a 1.3 percent wage increase effective Nov. 15, 2003, and a 1.3 percent increase effective Nov. 27, 2004.

From here to affinity

Is that an eagle in your wallet? Could be if you take advantage of a special credit card available only to USPS employees. Information about the offer will be winging its way to your home mailbox soon. The USPS Employee Platinum Visa card is offered by Bank One. It's an "affinity" card, which groups cardholders by shared interests or shared employment.

The USPS eagle logo on the card will reflect your affinity to USPS. And talk about benefits! The USPS Employee Platinum Visa card offers a great low employee rate – 0 percent introductory rate (refer to the offer itself for conditions and details). There's no annual fee. And there's more. So look for details about the card – coming your way soon!

NO ANTHRAX FOUND

USPS conducted precautionary testing for anthrax at its Washington, DC, V Street government mails unit Jan. 15. All 86 samples tested negative. Additional culture growth tests were conducted on those samples. A report indicated that they, too, were negative.

Testing began after the Federal Reserve said Jan. 14 that its routine tests

on incoming mail had produced one preliminary positive result for anthrax. Further testing showed the sample to be negative.

While there was no indication of any anthrax contamination at the V Street unit, USPS temporarily closed the facility and conducted tests as a precaution to assure the well-being of employees and customers.

QUOTABLE

"It is vital to have a vibrant Postal Service that delivers on its mission."

Treasury Under Secretary Peter Fisher

Published by Public Affairs and Communications. Questions or comments? Please contact us at: Public Policy Group, Room 10626, United States Postal Service, Washington, DC 20260-3100

HIGH FIVE! REDUX!

Last time we gave you External First-Class (EXFC) Overnight scores for the first quarter of FY 2003.

This time Hardcopy brings you the EXFC 2/3 Day Composite scores for the same period.

How do you deliver? Check it out below:

PQ I, FY 2003 PERFORMANCE CLUSTER 2/3 DAY COMPOSITE

AKRON	89
ALABAMA	88
ALASKA	83
ALBANY	90
ALBUQUERQUE	85
APPALACHIAN	87
ARIZONA	90
ARKANSAS	88
ATLANTA	87
BALTIMORE	91
BIG SKY	82
BOSTON	91
CAPITAL	91
CARIBBEAN	67
CENTRAL FLORIDA	90
CENTRAL ILLINOIS	88
CENTRAL NEW JERSEY	90
CENTRAL PLAINS	89
CHICAGO	89
CINCINNATI	91
CLEVELAND	90
COLORADO/WYOMING	88
COLUMBUS	88
CONNECTICUT	89
DAKOTAS	87
DALLAS	91
DETROIT	90
ERIE	90
FORT WORTH	88
GATEWAY	90
GREATER INDIANA	89
GREATER MICHIGAN	87
GREATER SOUTH CAROLINA	87
GREENSBORO	89
HARRISBURG	90
HAWKEYE	87
HONOLULU	78
HOUSTON	90
KENTUCKIANA	89
LAKELAND	87
LANCASTER	88
LONG BEACH	92
LONG ISLAND	89
LOS ANGELES	92
LOUISIANA	88
MAINE	88
MID-AMERICA	88
MID-CAROLINAS	88
MIDDLESEX-CENTRAL	91
MISSISSIPPI	89
NEVADA-SIERRA	91
NEW HAMPSHIRE	90
NEW YORK	90
NORTH FLORIDA	88
NORTHERN ILLINOIS	90
NORTHERN NEW JERSEY	90
NORTHERN VIRGINIA	92
NORTHLAND	90
OAKLAND	92
OKLAHOMA	89
PHILADELPHIA	88
PITTSBURGH	91
PORTLAND	90
RICHMOND	90
RIO GRANDE	88
ROYAL OAK	88
SACRAMENTO	91
SALT LAKE CITY	88
SAN DIEGO	92
SAN FRANCISCO	91
SAN JOSE	89
SANTA ANA	91
SEATTLE	88
SOUTH FLORIDA	90
SOUTH GEORGIA	87
SOUTH JERSEY	90
SOUTHEAST NEW ENGLAND	90
SPOKANE	87
SPRINGFIELD	89
SUNCOAST	89
TENNESSEE	88
TRIBORO	89
VAN NUYS	92
WESTCHESTER	90
WESTERN NEW YORK	89